

Message Text

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INFO OCT-01 EA-11 ISO-00 EB-11 RSC-01 /024 R

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R 221847Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

UNCLAS STATE 057818

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FY'75 TRADE PROMOTION EVENT SCHEDULE

REF: A) TAIPEI 1159; B) USDOC 1696; C) A-236 (DEC 27, 1973)

1. WE REGRET DIRECT PROGRAM CONFLICTS (REF. B, PARA. 2) PRECLUDE OIM SOLICITATION OF FIRMS FOR PARTICIPATION IN TEAMA EXHIBITION NOVEMBER 7-16. THEREFORE PER POST RECOMMENDATION REF. A, PARA 4, COMMERCE IS SCHEDULING WASHINGTON PROCURED BUSINESS EQUIPMENT TRADE CENTER SHOW FOR NOVEMBER.

2. CONSUMER GOODS TRADE CENTER SHOW HAS BEEN RESCHEDULED FOR JUNE 1975 FROM NOVEMBER 1974.

3. IN PLACE OF BUSINESS EQUIPMENT THEME FOR OCTOBER JEEP, COMMERCE HAS TENTATIVELY SCHEDULED PLASTIC PARTS PRODUCTION EQUIPMENT FOR OCTOBER 14-18. IN VIEW OF INDUSTRY'S IMPORTANCE AS FOREIGN EXCHANGE EARNER, MRO SIMON'S RECOMMENDATION FOLLOWING INTERVIEWEE SUGGESTIONS DURING RECENT RESEARCH, ROC DECISION
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TO PROCEED WITH PETROCHEMICAL COMPLEX, COMMERCE IS OPTIMISTIC

RE SOLICITATION OF APPROXIMATELY EIGHT NTM FIRMS IN THIS CATEGORY. TARGET AUDIENCE WOULD INCLUDE OVERSEAS CHINESES ON ISLAND FOR HOLIDAYS. REQUEST POST COMMENTS ON THEME AND DATES SOONEST.

4. PROGRAMMING CONSIDERATIONS REQUIRE SCHEDULING PRINTING AND GRAPHIC ARTS TRADE CENTER SHOW LAST WEEK IN JANUARY 1975 INSTEAD OF FEBRUARY. THIS WILL AFFECT TIMING OF JANUARY CATALOG SHOW.

PLEASE ADVISE.

5. BASED ON ABOVE, TAIWAN PROMOTION SCHEDULE FOR FY'75 IS AS FOLLOWS:

A. JULY 22-25--PRINTING AND GRAPHIC ARTS CATALOG SHOW

B. SEPTEMBER 23-27--DOCKSIDE AND SHIPBOARD EQUIPMENT TRADE CENTER SHOW

C. SEPTEMBER/OCTOBER--IN-STORE PROMOTION (TAH SHING)

D. OCTOBER 14-18--PLASTIC PARTS PRODUCTION EQUIPMENT JEEP

E. NOVEMBER 18-22 (PROPOSED)--BUSINESS EQUIPMENT (NON-COMPUTER) TRADE CENTER SHOW

F. JANUARY 1975--POLLUTION CONTROL EQUIPMENT CATALOG SHOW

G. JANUARY 27-31--PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE CENTER SHOW

H. MARCH 14-18--INDUSTRIAL HEATING AND COOLING EQUIPMENT TRADE MISSION

I. APRIL--METALWORKING AND FINISHING EQUIPMENT TRADE CENTER SHOW

J. MAY--COMPUTERS WITH INDUSTRIAL APPLICATIONS TRADE MISSION

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K. JUNE--CONSUMER PRODUCTS TRADE CENTER SHOW (NON-RECREATION/LEISURE)

6. REQUEST POST CONCURRENCE.
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Message Attributes

Automatic Decaptioning: X
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